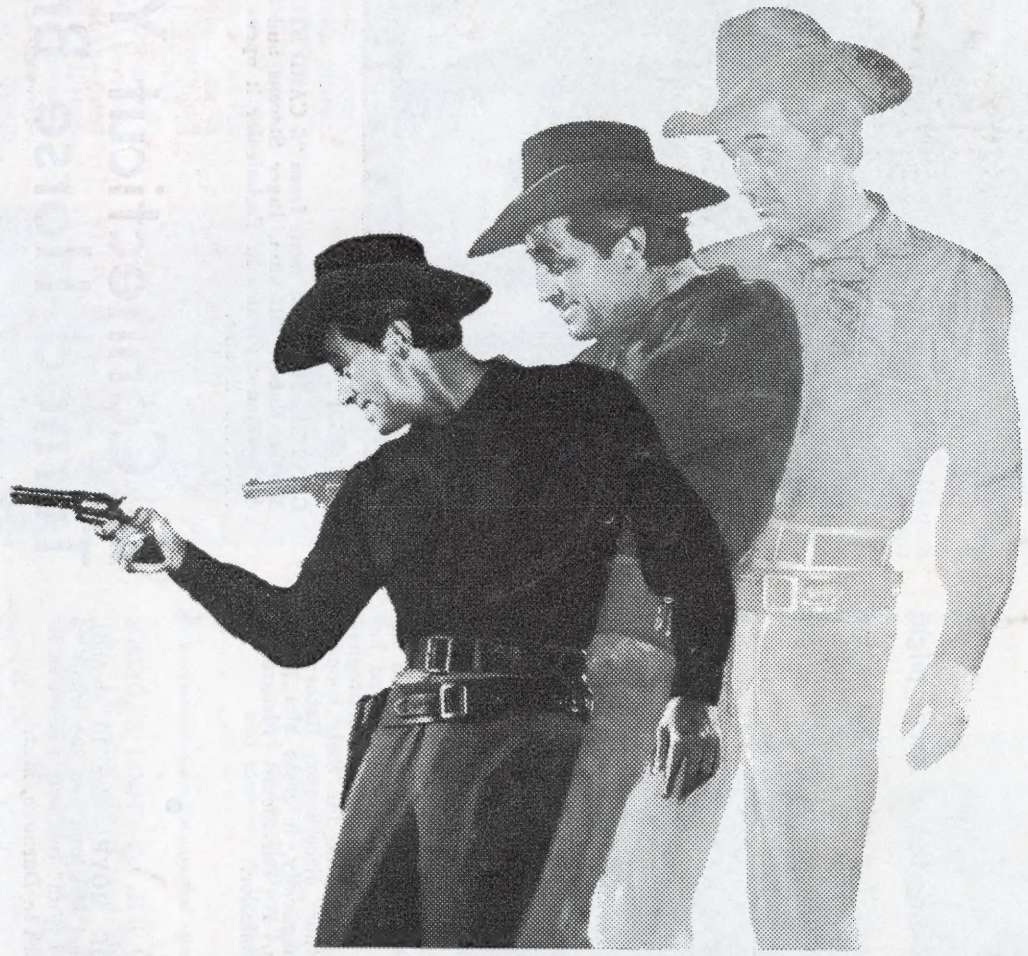
PARAMOUNT PRESS BOOK AND MERCHANDISING MANUAL



DEAN MARTIN and ROBERT MITCHUM

dealing you a hand in the most exciting suspense Western ever played!

PARAMOUNT PICTURES presents
A HAL WALLIS PRODUCTION

5 CARD STUD

From the producer of
The Sons of Katie Elder,
Gunfight at the O.K. Corral and
Last Train from Gunhill.

co-starring
INGER STEVENS · RODDY McDOWALL · KATHERINE JUSTICE · directed by HENRY HATHAWAY · screenplay by MARGUERITE ROBERTS · from a novel by RAY GALLON · music scored by MAURICE JARRE

TECHNICOLOR® A PARAMOUNT PICTURE

PUBLICITY

A Cold Time in Hot Mexico

Robert Mitchum came back to town with a third "lung" and a harrowing tale of Arctic plight in the wilds of Mexico.

The "lung" was a small portable oxygen tank that had come in handy for getting his second wind in action scenes filmed at 8000 feet in the Sierra Madre mountains for "5 Card Stud" a Hal Wallis Western, opening ..... at the ..... theatre, and could be just the thing for the athletes at this year's Olympic Games in 7400-ft. Mexico City.

The wind-burned actor described the motel where director Henry Hathaway billeted the Paramount location troupe as a lonely collection of bungalows strung out in a semi-circle on the piedmont and said he had chosen the one on the far end.

"What I wanted was privacy," explained the congenital loner, who eschews not only the conventional stellar entourage but even the basic man Friday. "And what did I get? A freeze-out. Why didn't somebody tell me the boiler was weak?

"Everybody else was cold too, but not as cold as I was. And all I could get was one blanket. I put my overcoat on the bed and piled in with my socks on, and all night I'd shiver.

"One night Hathaway came in and said, 'Great Scott, it's cold in here.' I said, 'Henry, that's what I keep telling you,' and showed him my pitcher of drinking water—frozen solid. So then he got after them about the boiler. But they couldn't help the shower water. By the time it got to me it was frigid. And two days later we moved to Mexico City for the interiors."

Big Mitch shook his head and sighed. "And you know something? I can't even save any money at this racket. I'm horse-poor."

How had he arrived at this sad state? He drew a long breath and told the story thoughtfully, as if putting it all together for his own amazement:

"Well, let's see now. A few years ago we bought that little farm in Maryland. All we wanted was a nice quiet little joint where we could go and rest. But my wife Dottie kept inviting guests, and they'd say, 'Got anything to ride?' We didn't, so after a little prodding I went to Dale Robertson, figuring he was a man who knew about horses.

"You know what he sent me? Two mares, a stallion, and a bill for $10,000. When I screamed, he said, 'Good quarter horses don't come cheap. But quit squawking. Just breed 'em a little and you'll make money.' "

"So I get all the books and a couple of hands to help me and began to 'breed 'em a little.' I also began going to horse shows and buying a few more critters, because, you know, a thing like breeding quarter horses can get into your blood—especially when you also race 'em a little, and I was doing that, too.

"So pretty soon, what happened? The horses out-grew the farm, and anyway Dottie couldn't stand the climate. It gets hot back there in the summer time. So while I was away somewhere, she sold the farm, and there I was with a herd of expensive quarter horses and no place to put 'em. That was when I bought the place in California. Seventy-six acres at Atascadero, where land isn't as expensive as it is around Hollywood. But the land isn't the half of it.

"When you're in the quarter horse business, you've got to have facilities for entertaining the buyers—they expect it. So now I'm building a pleasure dome up there. Not that we're going to live at Atascadero, you understand. Nobody's going to live there but the horses and their staff. And you know something else? I've only seen the joint briefly twice.

Still #30 *Mat 1C*

HELL FIRE GUN TOTIN' preacher is portrayed by Robert Mitchum. "5 CARD STUD", a Paramount Picture in Technicolor opens ..... at the ..... theatre. Dean Martin and Roddy McDowall also star.

•

"I spent four months in Spain doing 'Villa Rides' with Yul Brynner, and right after that three and half months in Mexico doing '5 Card Stud' with Dean Martin, and now my agent is shipping me off to England for 'Secret Ceremony' with Liz Taylor and Mia Farrow. And I've gotta go. I've gotta keep working because of those horses.

"You talk about not having a man Friday. Man, I can't afford a luxury like that. I had 26 quarter horses at last count, and it's like keeping 40 daughters at Vassar." A Paramount Picture in Technicolor.

HIPPIE HAIR—Roddy McDowall talked Hal Wallis and director Henry Hathaway into letting him keep his collar-length hippie haircut, with sideburns down to his jaw, for "Five Card Stud," opening ..... at the ..... Theatre an 1880 Western with Dean Martin and Robert Mitchum. "I'll look more authentic than they will," was his argument.

The coiffure is modeled on the one Beatle George Harrison wore and called Arthur in "A Hard Day's Night," because that's where he, the former Sybil Burton and her new husband, Jordan Christopher, get the name for their booming "Arthur" discotheques. Rather unauthentically, it costs him $25 a trim. A Paramount Picture in Technicolor.

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COOL MOVE!—For 10 seconds, Robert Mitchum had the whole "5 Card Stud" company's heart in its mouth in Durango, Mex.

A heavy wind blew over an 18-foot camera parallel on the Western street set where the Hal Wallis-Paramount Western was shooting at night, with Dean Martin's co-star standing right under it.

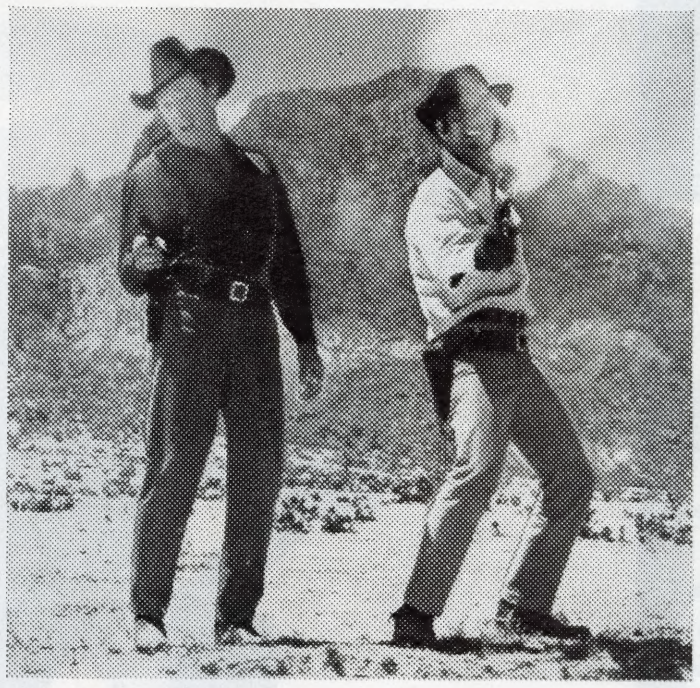
Alerted by shouts of warning, Mitchum looked up, saw the thing starting to topple, and played it cool, moving only a few inches so the steel crossbeams would miss him, and was standing stock still when the tower crashed, imprisoning him but leaving him unscathed.

"You looked like an outfielder catching a fly," director Henry Hathaway told him as he climbed out, "But next time, run, will you? I'll feel better."

"I didn't think there was time," Mitchum confessed, "or I would have!" In Technicolor, it opens ..... at the ..... Theatre.

Still #19 *Mat 2C*

HIS TRADEMARK "5 CARD STUD". Dean Martin shows off the lucky hand he carries around. This Paramount Picture also stars Robert Mitchum and Inger Stevens. In Technicolor it opens ..... at the ..... theatre.



Still #584 *Mat 2B*

GUNS BLAZE in this scene from "5 CARD STUD" starring Dean Martin, Robert Mitchum, Inger Stevens and Roddy McDowall. A Paramount Picture in Technicolor it opens ..... at the ..... theatre.

A Connecticut Yankee Turned Horse Breeder

Bob Mitchum on a horse is a deceptive image. If you want the truth, put it the other way around—a horse on him. The story comes out in two parts, the first while he's changing his pants in one of the little green dressing rooms on Paramount's Stage 6. Big Mitch is in "Five Card Stud," opening ..... at the ..... theatre, a Western in which he and Dean Martin star in Durango, Mex.

"First picture I ever did was a Western, Abe," he says. "But just a little one. A Hopalong Cassidy. They sent me up to Lone Pine to play the heavy—me, a Connecticut Yankee that couldn't even ride one of these things they use in Westerns.

"The wrangler, he looks at me, points to a big, red four legged critter, and says 'Take that one.' So me and the horse look at each other, and he doesn't like me any better than I like him. Right off, we just don't cotton. I climb onto him, and zoom!—he throws me 20 feet. I pick myself up and that wrangler's laughing. 'Haw! Haw! Stage actor, ain'tcha?' That wrangler'd given me a ringer. They told me later the thing was the meanest beast on the ranch.

"But I climbed on again, and when he started to buck I took my fist and banged him right on the head. I said, 'You do that again and you get another.' So that time I stayed on. I did eight Hopalongs in a row—eight. And by the time I was done with 'em, I was a real Western actor with all his tricks. And now I'm stuck with 'em. Last picture I did was a Western. 'Villa Rides'—in Spain for Paramount. And now Hal Wallis is shipping me off to Mexico again."

He dons a black frock coat, takes a battered Bible in his hand, and goes out to the still-gallery setup on the stage. A photographer starts taking pictures of him while director Henry Hathaway, smoking one of those long cigars of his, which nobody ever sees get any shorter, fusses with the costume.

Mitch plays a gun-toting frontier preacher in "Five Card Stud," with Martin as a gambler and Inger Stevens as the proprietor of a posh gold-rush barber shop.

The test over, Mitch returns to the little green cubicle and comes out wearing white Levis and an open-neck white shirt. Hathaway takes the miraculous cigar out of his mouth and asks him, "What about this new ranch I hear you bought yourself up at Atascadero?"

"I didn't buy any ranch for MYself. It's not MY ranch. It's theirs—the horses'. I breed 'em, you know." Mitch shakes his head. "How did I ever get into that?"

"How did you?"

"Well, we had this little farm in Maryland. Just a place to go and rest up. And we'd have guests, you know. And the guests would ask, 'Got any horses to ride?' And we didn't. So I think, 'Better get a few nags for the guests.' So I go to Dale Robertson, thinking, 'Now there's a man who knows about horses.' And he does. He sends me a gelding, a stallion, and two mares, one of 'em in foal from one of his stallions. And I get a bill for $10,000!

"I yell, 'Hey what is this?' He says, 'If you want horses, you want good ones, don't you. Those are fine quarter horses I got you. Don't worry about the price. Just breed 'em a little and you'll make a profit.

"So I do. And the next thing I know, the horses have out-grown the farm. And it's turned out my wife Dottie can't take the climate anyhow. Too hot in the summers. So we sell the ranch, bring the horses out here and buy 'em this place at Atascadero. Now I've got 21 horses and 76 acres. I'm hooked man. I'm working for the horses now.

"An even if I didn't like this picture, I'd still be going to Durango. That ranch at Atascadero—it's like having 40 daughters at Vassar."

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Build A Boiler For 30 Pesos

Kilroy's mark is nowhere to be found on this dusty upland heath where the bite of the scorpion kills and Pancho Villa was born. But Duncan Hines was here. His seal of approval is on the wagon-train-like circle of modern hogans with car ports where a movie troupe is billeted. And thereby hangs a bone the director would like to pick with old Duncan the outrider.

"He should have frozen to death," growled Henry Hathaway, a cigar chomper just turned 70 and rounding out 38 years as a maker of Westerns for which he seems to search out Dr. Livingstone-I-presume location sites.

Hathaway and his band had just been through a cold war with the motel management concerning the heating arrangements.

"Food's all right," he conceded, "if you stay with steak and potatoes and the fresh pineapple and what they call 'Swiss-style' enchiladas, the kind they think are Mexican in the States. But Hines must have been here in mid-August. Or before the boiler broke. And that must have been a long time ago.

"We'd come in after a hard day's work and jump into the shower to get the dust off us, and ice water would come out. Turn on the heater and get the north wind. Go to bed and shiver all night. I kept raising hell. I didn't want mass pneumonia on my hands. First week, Martin sounded like Andy Devine."

Dean Martin and Robert Mitchum are his lead cowpokes in "5 Card Stud," opening ..... at the ..... theatre, which he is charged with getting on celluloid for Hal Wallis and Paramount.

"The manager kept saying, 'We fixing boiler. Manana will be okay.' But manana and manana and manana—and hell! I said, 'Listen. I was here making "The Sons of Katie Elder" three years ago—remember? You said you were fixing that thing then, and you still haven't fixed it. Now I'm taking over.' So I went out and got my Mexican mechanic."

An almost tender look transformed the steel-blue eyes. "Joaquin Hernandez. Remarkable man. And what a face! Gray eyes wide apart and full of expression, square jaw with a little white beard, cheeks like seamed leather. It was the face first attracted me. I'd found him in a little shop here in Durango and hired him to do extra work for 30 pesos a day.

"Then I'd decided we'd better have an old-fashioned steam engine in the machine shop on our Western-street set, and asked Joaquin if he could find me one. He did. In a junk yard. Found a broken-down 1880 Case model they'd torn out of a sawmill up there in the Sierra Madre. He put it together, poured new bearings with type-lead he got from the local newspaper, and made the damn thing run. She burns wood and generates 25 pounds of pressure. If she generated any more she'd blow the whole set into the Sierra Madre. But she turns saws and lathes just like we wanted her to.

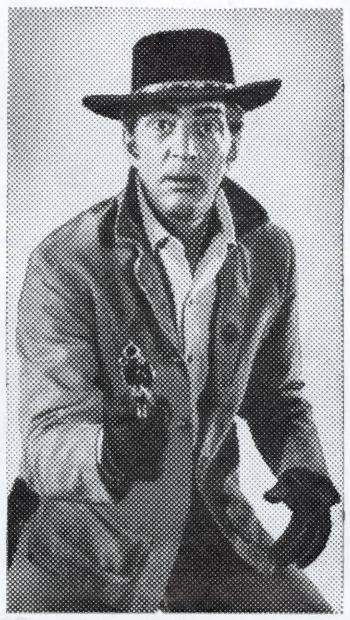
"I asked, 'How much do I owe you?' He said, 'My wage—30 pesos a day. That is all, senor.' You know how much 30 pesos is? That's $2.40. And he wouldn't take a centavo more.

"But when I wanted that boiler fixed, I gave him 5,000 pesos and said, 'Get whatever you need, but fix it.' He said, 'I fix, but no, senor—no more money. Only 30 pesos a day. Enough.' I said, 'Look, it's worth it. My actors are frozen stiff. That boiler's not fixed it'll cost me a fortune.' And 5,000 pesos, you know, that's only $400—cheap. But he wouldn't touch it.

"Well, he spent a whole Sunday inside that boiler. He came out looking like a coal heaver. He said, 'Bien senor—boiler will be okay,' and he patted me on the shoulder like a mother. A mother? I was wearing a heavy white coat and you can still see the print of his hand. But he got that boiler going. The heat—the heat came on!

"I said, 'Much gracias, Joaquin. A bonus,' and peeled off 500 pesos, more than he'd make in two weeks. 'Take it, por favor'—that means for a favor, please. And I shoved it into his hand. But you'd have thought I'd stabbed him. 'No senior. What I do with so much money?' It actually worried him. 'Take back.' He laid it on the table. He had his price and that was all he'd take—30 pesos."

And the tough old stager from Hollywood smiled rather sweetly. He looked like a man who had found the Dr. Livingstone in whom he had long ago ceased to believe.



Still #922 *Mat 1B*

GUN DRAWN, Dean Martin waits for the next move in "5 CARD STUD". In Technicolor this Paramount Picture opens ..... at the ..... theatre. Robert Mitchum and Inger Stevens also star.

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A Million or Bust

New triple-threat man Roddy McDowall, suddenly bidding fair to make his million one way or another, is co-starring with Dean Martin and Robert Mitchum in the big Paramount suspense Western, "Five Card Stud," which opens ..... at the ..... Theatre.

Suddenly the "Arthur" discotheque, which he founded with Jordan and Sybil Burton Christopher in New York three years ago and duplicated in Los Angeles last month, is proliferating itself all over the country. They're granting franchises, yet. And how come? "Because it's the most successful discotheque that's ever been," says Roddy. Last week one opened in Detroit. Others are on the way in San Francisco, Chicago, Miami, New Orleans, Seattle, and San Juan, Puerto Rico. "It's named after Beatle George Harrison's haircut 'Arthur,' in 'A Hard Day's Night.'"

Meanwhile, the one-time child star whose acting career began hitting new peaks with his performance as Richard Burton's bad-seed son in the Broadway "Camelot," is the photographer all the glamour girls are crying for. Life has commissioned his lens several times.

Roddy just finished "Hello Down There" for Ivan Tors-Paramount.

Still FCS Spec #1 *Mat 3A*

"5 CARD STUD" is an explosive western starring Dean Martin, Robert Mitchum, Inger Stevens and Roddy McDowall. A unique mystery stemming from an innocent card game leads to death and murder. A Paramount Picture in Technicolor it opens ..... at the ..... theatre.

MEXICAN LOOT—The Hal Wallises, (Martha Hyer) and Henry Hathaways did not return from that Mexican "5 Card Stud" opening ..... at the ..... Theatre location exactly empty-handed. The prop men hired a whole new truck to bring back their purchases. Most of the Wallis loot, including paintings, statuary, furniture, old Spanish hardware and a dismantled stone fountain, will go into that fabulous Palm Springs place. Oh well, the producer and his director are two of the richest men in pictures. Hathaway, who used to moonlight nursing along an asphalt company he founded on a shoestring, sold it a few years ago to Gulf Oil for $18 million in stock. And did you know he's been using an alias all these years? If his S.F.-pioneer grandfather had stayed in Belgium, he'd be the Marquis Henri Leopold de Fiennes . . . A Paramount Picture in Technicolor.

PANCHO VILLA'S SON—appears in "FIVE CARD STUD". Trinidad Villa, the youngest son of the late Mexican revolutionary Pancho Villa, is starring in a feature role in Paramount Pictures' "Five Card Stud," opening ..... at the ..... Theatre. The suspense-Western, which stars Dean Martin and Robert Mitchum, was filmed in Technicolor, on location in Durango, Mexico, under the direction of Henry Hathaway.

Villa, a film actor, is a resident of Mexico City. Coincidentally Mitchum recently completed a starring role in Paramount's forthcoming "Villa Rides," a film about the elder Villa.

"Five Card Stud" co-stars Inger Stevens, Roddy McDowall and Katherine Justice. The film is being photographed from a screenplay by Marguerite Roberts, based on a novel by Ray Gaulden. Paul Nathan is the associate producer.

Still #409 *Mat 1A*

EVER KISS YOUR BARBER, Dean Martin does in this scene from "5 CARD STUD." Of course his barber turns out to be Inger Stevens. A Paramount Picture in Technicolor it opens ..... at the ..... theatre.

Still #10 *Mat 2A*

BADLY WOUNDED SHERIFF gets protection from Robert Mitchum and Dean Martin. Dragged through the streets by his horse the sheriff is helped by these two. "5 CARD STUD", a Paramount Picture in Technicolor opens ..... at the ..... theatre.

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LADY BARBER—Inger Stevens, so long TV's good girl of "The Farmer's Daughter," finally gets that retyping job. With Dean Martin and Bob Mitchum in Hal Wallis' "Five Card Stud," opening ..... at the ..... Theatre. she's the Delilah of a plush frontier "barber shop" whose beautiful lady barbers are in fact her girls. This time it's ex-Miss Ohio Katherine Justice who's the farmer's daughter, Inger's competition for Dino. And if you don't think the movie bars are down, it's the madam who gets him. In a Western, at that. A Paramount Picture in Technicolor.

ADVERTISING

Dealing
you a hand in the
most exciting
suspense Western
ever played!

DEAN MARTIN
... the hellfire gambler

ROBERT MITCHUM
... the gunfire preacher

4 COLS. x {140 LINES ..... 560 LINES / 10 inches ..... 40 inches} **MAT 403N**

COVER ART IN

6 COLS. x {130 LINES ..... 780 LINES / 9 1/4 inches ..... 55 1/2 inches} **MAT 601**

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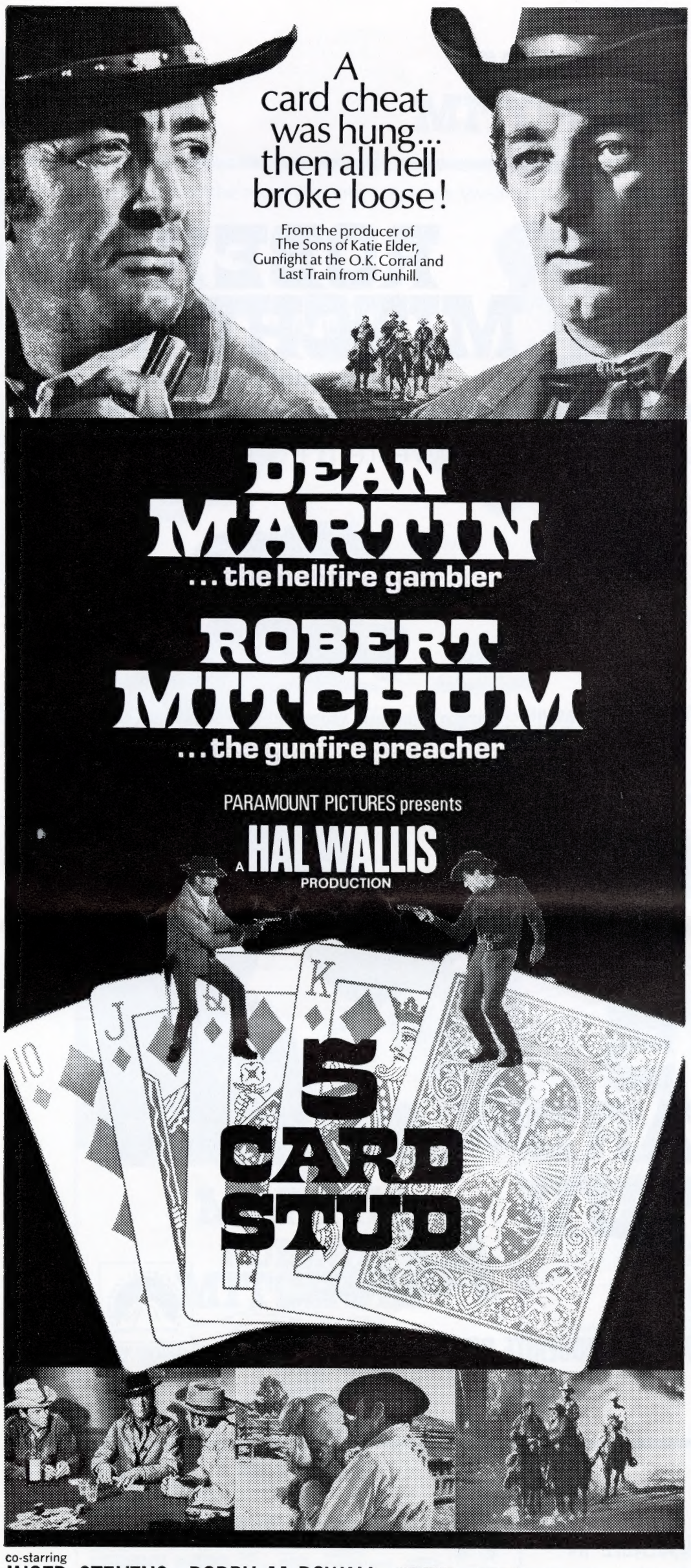
4 COLS. x {90 LINES ..... 360 LINES / 6 1/2 inches ..... 26 inches} **MAT 401**



co-starring
INGER STEVENS · RODDY McDOWALL · KATHERINE JUSTICE · directed by HENRY HATHAWAY
screenplay by
MARGUERITE ROBERTS · from a novel by RAY GAULDEN · music scored by MAURICE JARRE · TECHNICOLOR® · A PARAMOUNT PICTURE

3 COLS. x {200 LINES ..... 600 LINES / 14 ¼ inches ..... 42 ¾ inches} MAT 305N

co-starring
INGER STEVENS · RODDY McDOWALL · KATHERINE JUSTICE · directed by HENRY HATHAWAY · screenplay by MARGUERITE ROBERTS · from a novel by RAY GAULDEN · music scored by MAURICE JARRE · TECHNICOLOR® A PARAMOUNT PICTURE

2 COLS. x {105 LINES ..... 210 LINES / 7 ½ inches ..... 15 inches} MAT 206N

ALSO AVAILABLE IN

3 COLS. x {166 LINES .... 500 LINES / 11 ¾ inches .. 35 ¼ inches} MAT 304N

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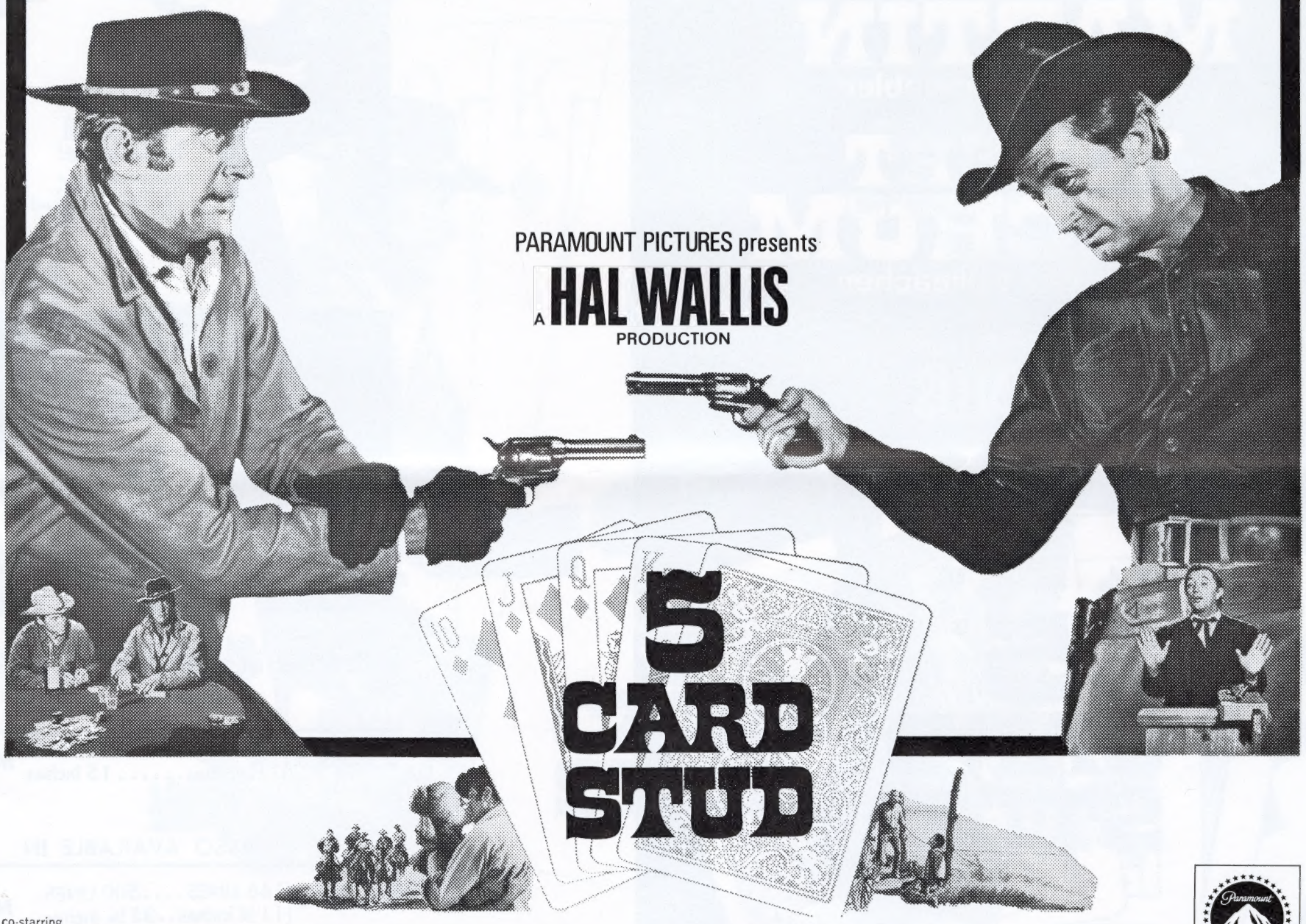
DEAN MARTIN
... the hellfire gambler

ROBERT MITCHUM
... the gunfire preacher

Dealing you a hand in the most exciting suspense Western ever played!



co-starring
INGER STEVENS · RODDY McDOWALL · KATHERINE JUSTICE · directed by HENRY HATHAWAY · screenplay by MARGUERITE ROBERTS · from a novel by RAY GAULDEN · music scored by MAURICE JARRE · TECHNICOLOR© · A PARAMOUNT PICTURE

5 COLS. x {140 LINES ..... 700 LINES / 10 inches ..... 50 inches}

MAT 501N

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4 COLS. x {110 LINES ..... 440 LINES / 7¾ inches ..... 31 inches}

MAT 402 N

3 COLS. x {85 LINES.....255 LINES / 6 inches.....18 inches} **MAT 307 N**

2 COLS. x {50 LINES.....100 LINES / 3½ inches.....7 inches} **MAT 203**

2 COLS. x {75 LINES.....150 LINES / 5⅜ inches....10¾ inches} **MAT 204**

Dealing you a hand in the
most exciting suspense Western ever played!

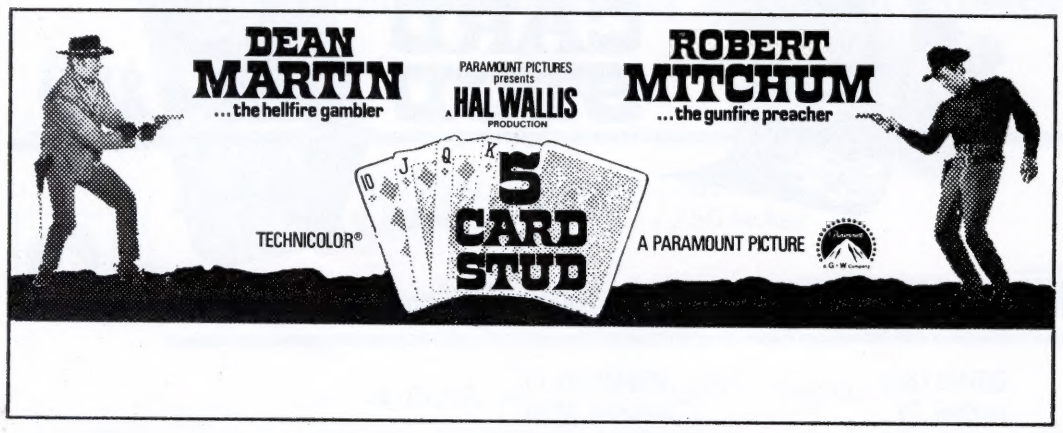
DEAN MARTIN
...the hellfire gambler

ROBERT MITCHUM
...the gunfire preacher

3 COLS. x {100 LINES.....300 LINES / 7¼ inches.....21¾ inches} **MAT 302 N**

2 COLS. x {100 LINES . . . . . 200 LINES / 7 inches . . . . . 14 inches} **MAT 205**

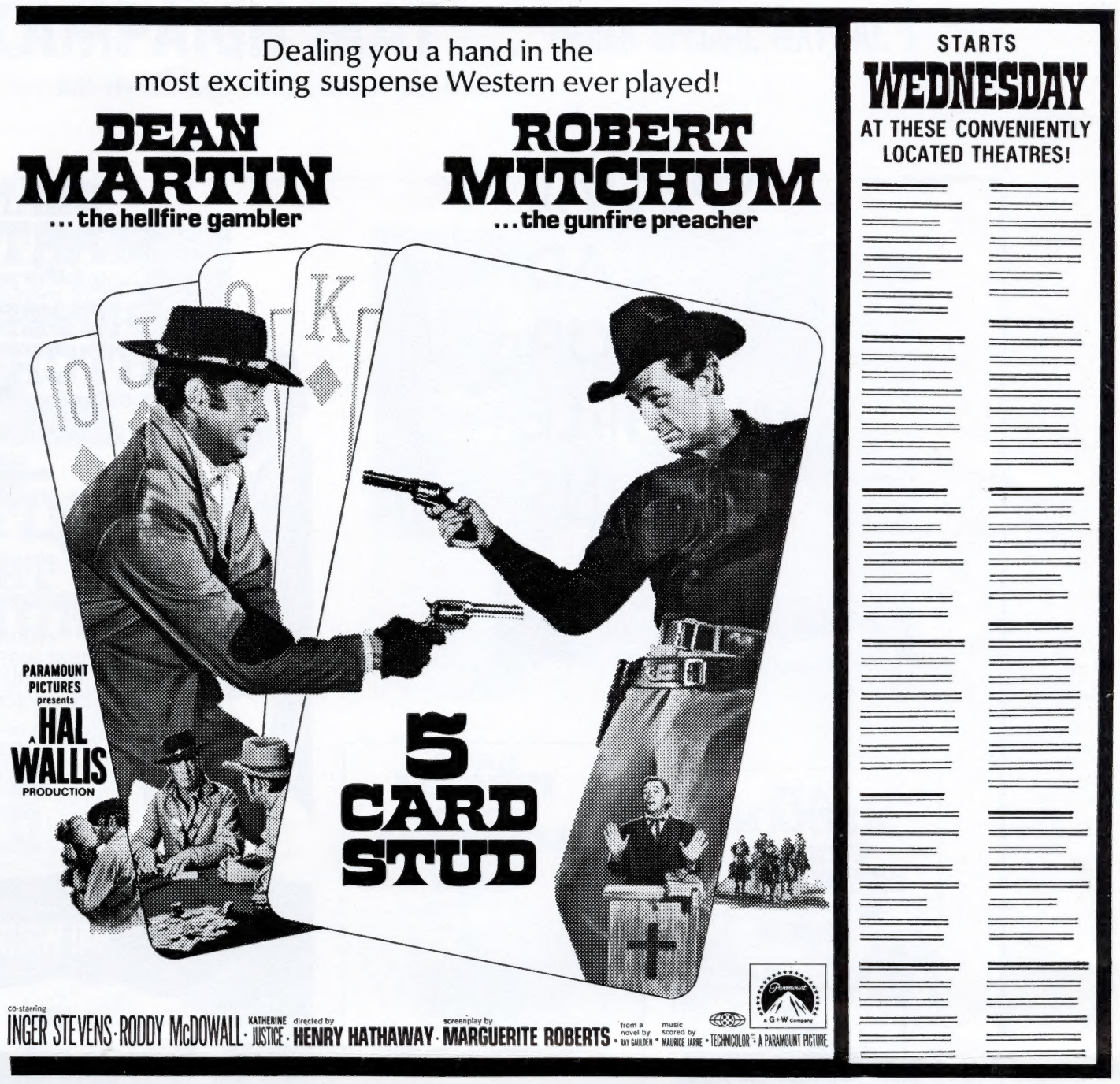
3 COLS. x {133 LINES . . . . . 399 LINES / 9½ inches . . . . . 28½ inches} **MAT 303 N**



3 COLS. x {30 LINES . . . . . 90 LINES / 2⅛ inches . . . . . 6⅜ inches} **MAT 301**

2 COLS. x {27 LINES . . . . . 54 LINES / 1⅞ inches . . . . 2¾ inches} **MAT 202**

SPECIAL AD FOR MULTIPLE RUNS



4 COLS. x {100 LINES.....400 LINES / 7 inches.....28 inches}

MAT 404 MULT. N

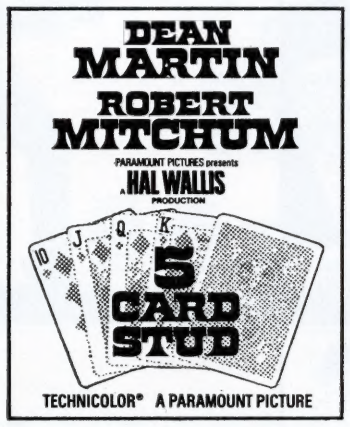
NOW TODAY TOMORROW

70 LINES
5 inches

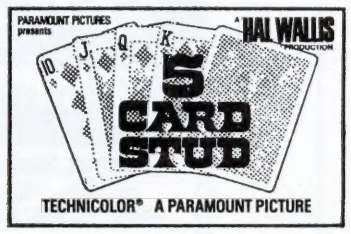
MAT 103

45 LINES
3 1/8 inches

MAT 102



BOTH MIDGETS ON MAT 101



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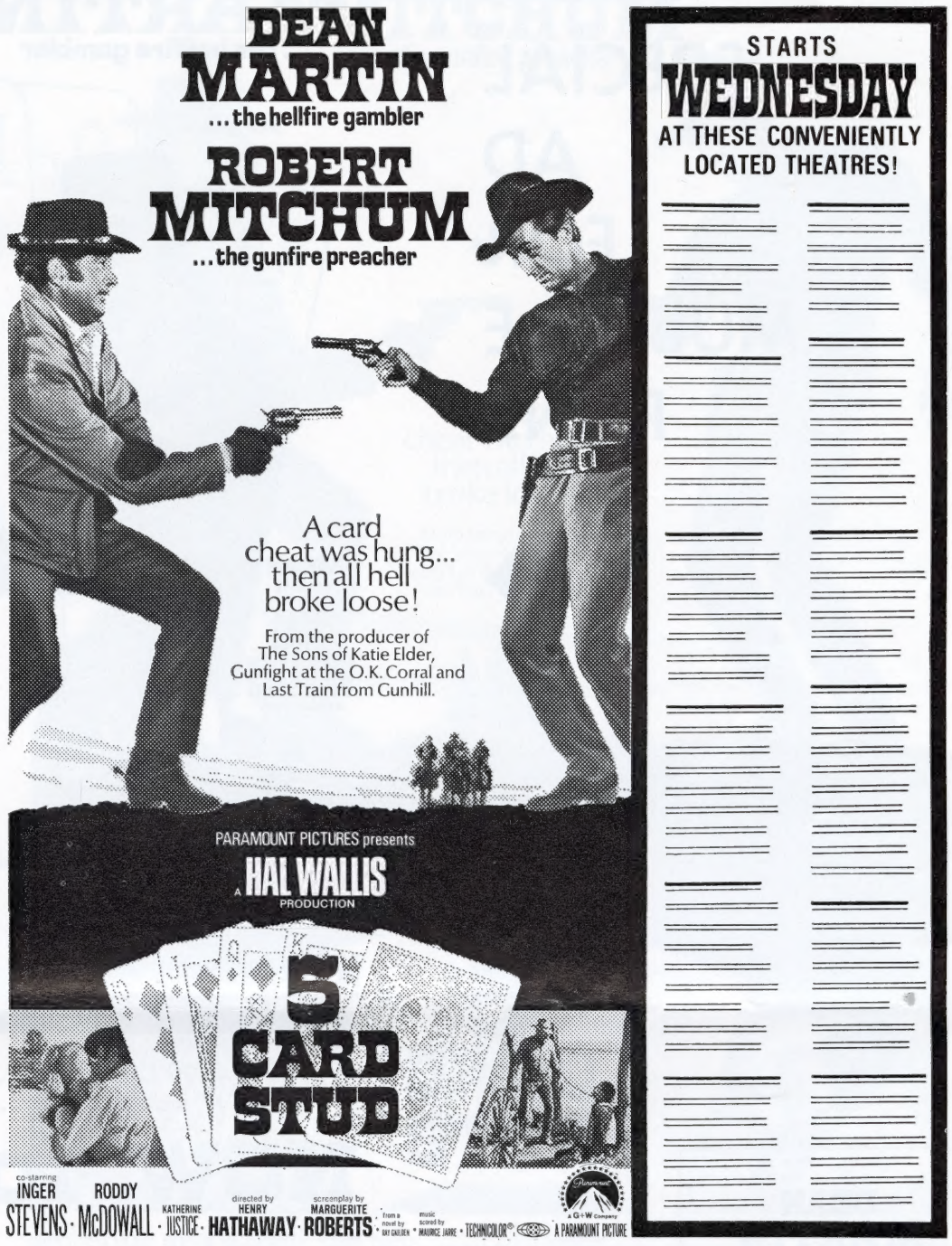


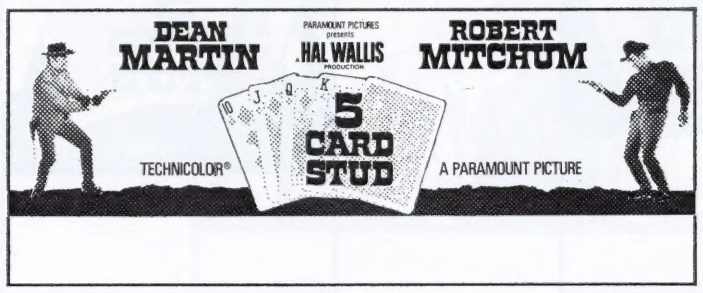
3 COLS. x {100 LINES.....300 LINES / 7¼ inches.....21¾ inches}

MAT 306 MULT.N

NOW TODAY TOMORROW

90 LINES
6⅜ inches

MAT 104



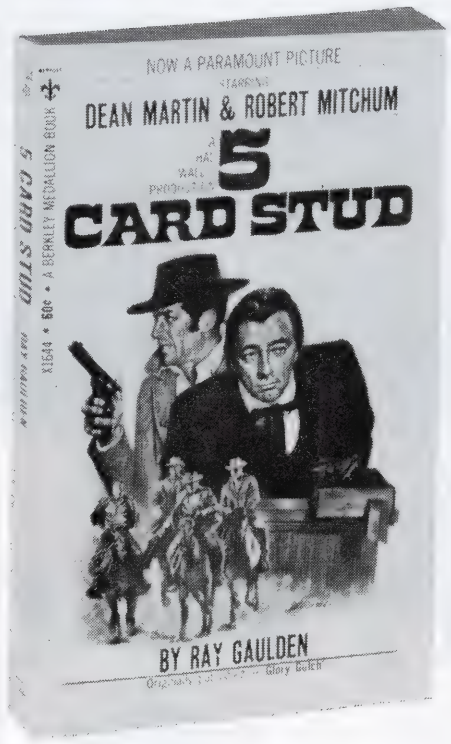
2 COLS. x {20 LINES.....40 LINES / 1½ inches.....3 inches}

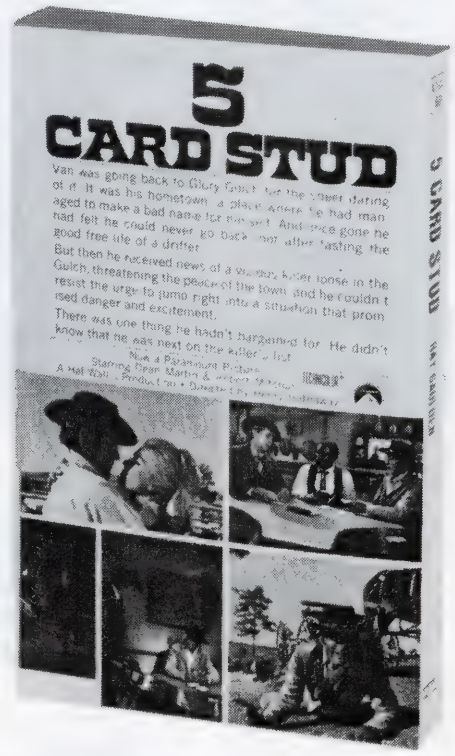
MAT 201

EXPLOITATION

SPECIAL BOOK TIE-IN

The special movie edition of 5 CARD STUD of Berkley Medallion Books is filled with art and advertising logos from the film on both its front and back covers. The front cover is an eye-catching artist's conception of Dean Martin and Robert Mitchum—stars of 5 CARD STUD—heralding the fact that it is now a Hal Wallis Production for Paramount Pictures. The back cover contains five color action shots from the film and again gives full cast and credit information. In short, this book should make a vital addition to our overall merchandising campaign for the film.





In order to create maximum interest for the 5 CARD STUD novel, Berkley is planning a series of promotional items that they will forward to all their distributors, which will include a special order form that, when clipped, can be converted into a flyer.

Since we want to get as much exposure in connection with this motion picture/book tie-in, we would like you to immediately get in touch with the Berkley distributor in your area and invite him along with leading book retailers to see a preview of 5 CARD STUD. After he has seen the film, you can then talk about a mutually beneficial promotional campaign which could include:

● *Mammoth window and counter displays in all of the leading bookstores throughout your area.* ● *Crossplugging and book sales at theatres playing 5 CARD STUD.* ● *Promotional copies to be used as giveaways to local critics and the first 100 customers coming to see the film.* ● *A number of copies to be used as giveaway prizes in connection with contests, street ballys, etc.*

BERKLEY BOOKS DISTRIBUTORS

JEFFERSON NEWS COMPANY
2316 1st Avenue South
Birmingham 3, Ala.
CALIF. MAGAZINE, INC.
2219 South Union Ave.
Los Angeles, Cal. 90007
SUNSET NEWS CO.
125 N. Westmoreland
Los Angeles 4, Calif.

GOLDEN GATE MAG. CO.
P.O. Box 3681
San Francisco 19, Calif.
MORTON NEWS COMPANY
3601 East 46th Avenue
Denver 16, Colo.
UNIVERSAL NEWS & BK.
14th & New York Ave. N.W.
Washington, D.C.

SUNSHINE STATE NEWS CO.
2167 N.W. 25th Avenue
Miami 42, Florida
PEACHTREE NEWS CO., INC.
125 Simpson St. N.W.
Atlanta, Ga. 30313
CAPITOL NEWS AGENCY
1815 South Wabash Ave.
Chicago, Ill. 60616

KOCH NEWS CO.
2120 S. Meridian St.
Indianapolis 25, Ind.
DES MOINES NEWS AGENCY
1497 Keo Way
Des Moines, Iowa
NEW ORLEANS NEWS CO.
1111 S. Peters St.
N. Orleans, La. 70113

MARYLAND NEWS COMPANY
1621 Cole Street
Baltimore, Maryland
BRENTANOS
91 D Plaza Prud. Cntr.
Boston, Mass.
S. S. KRESGE
2727 Second St.
Detroit, Mich.

MID CONTINENT NEWS CO.
Box 985, Farmington
Oklahoma City, Okla.
C. M. WATKINS DRUG
4700 Broadway
Kansas City, Mo. 64112
PIERCE NEWS COMPANY
7405 Page Street
St. Louis 14, Mo.

AFRO-ASIAN BOOKSTORE
1412 Jefferson Ave.
Buffalo, N.Y. 14211
J. L. MARSHALL NEWS
5109 Winton Road
Cincinnati, Ohio 45232
GEORGE R. KLEIN NEWS CO.
1771 East 30th Street
Cleveland 14, Ohio

BOOK BAZAAR, INC.
1528 Market St.
Philadelphia, Pa. 19107
VALLEY DIST. INC.
857 Cherry St.
Norristown, Pa.
BLUFF CITY NEWS CO.
3442 Jackson Ave.
Memphis, Tenn. 38122

Tabloid Herald!

A merchandising plus is this attention getting four page 8 x 11 Tabloid Herald. A promotional must that will add excitement and box office sell to your playdate of "5 Card Stud!"

This Herald has space to imprint your theatre name, playdate, name of your second feature and/or even an add for a local merchant who agrees to distribute them.

HOW TO EFFECTIVELY DISTRIBUTE THE HERALD

- Give them to your patrons prior to your playdate.
- Have a few youngsters deliver them door-to-door throughout your town.
- Have a few students distribute them to schoolmates before and after class.
- Make them available to establishments where the younger generation congregates (candy store, bowling alley, amusement park, youth centers, etc.).
- Have merchants put them in bags and packages.
- Have newspaper boys slip-sheet them into the local newspapers.
- Place them on the windshields of cars.
- Make an arrangement with the local milkman to deliver them with the milk.
- Place them on the counter of local shops.
- Arrange with a local restaurant for them to be inserted into coats and jackets while hanging in the checkroom.

$8.85 Per thousand F.O.B. Plant Imprinted at following prices First 1,000 ..... $5.00

Added thousands, $3.50 Per thousand
Over 4,000 $3.00 Per thousand
Folding $2.00 Per thousand

Rush our Order Direct to HARRY K. McWILLIAMS
15 Lafayette St., N. Y., N. Y. 10013
212-925-5013 for Rush Orders

Shipping—by Parcel Post Special. We will bill you for postage charges. Large shipments by truck. Shipping charges collect. Check or money order must accompany order.

MATERIALS CHECK LIST

REGULAR THEATRE TRAILER

(Order from your local branch of National Screen Service)

FREE: COLOR TV TRAILER AND TV SLIDE

Available is a FULL SET of TV SPOTS specially created to reflect all the exciting adventure and tender romance of the film. Also available is a TV SLIDE.
(Order from Paramount Pictures Field Adv. & Pub. Dept.—See coupon on back page.)

FREE: RADIO SPOT ANNOUNCEMENTS

Available is a FULL SET of RADIO SPOTS dynamically created for maximum boxoffice sell.
(Order from Paramount Pictures Field Adv. & Pub. Dept.—See coupon on back page.)

SET of 12 FULL COLOR STILLS:

(Order from your local branch of National Screen Service)

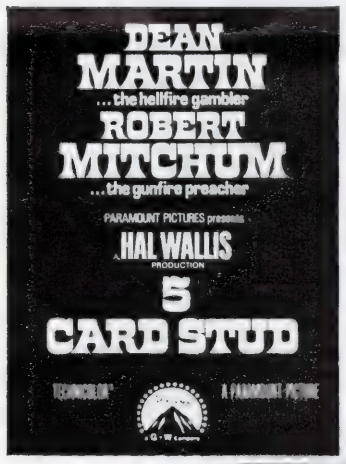
PROMOTION IDEAS

POKER GAME CONTEST—Many people in this country pride themselves on their poker playing, but many of them can be stumped on the basic rules of the game. Based on this, you could set up a radio contest whereby a local deejay could make a series of calls, asking certain questions concerning poker. For instance; If you were in a game of 5 card stud (no cards wild) and you were dealt four aces while one of your opponents received a royal flush, who would win the game? (The answer to this would be no one—since it takes an ace to make a royal flush, and you having four aces, there would be five aces in the deck of cards.) A series of these questions can be picked up in any of the Hoyle books, and it should make an interesting and thought-provoking contest. Winners, of course, would receive guest tickets to see 5 CARD STUD.

GIVEAWAYS—One of the most perfect giveaways that you can hand out on 5 CARD STUD would be poker chips. A couple of boxes of these chips will be inexpensive, and will enable you to hand out two hundred or so of these chips. One way to do it would to be by attaching a tag to each of the chips, giving you theatre and playdate information, and having a pretty girl handing them out on the street. You could also use cards as giveaways. If you use the latter, you could add more interest by making deuces wild—meaning anyone who receives a deuce would get to see 5 CARD STUD for free.

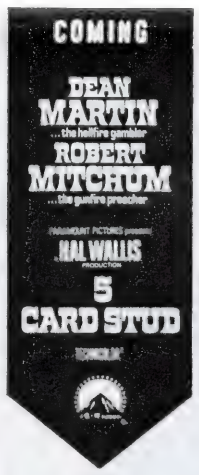
GAMBLING CONTEST—Here's one that should work and should prove to be fun for all. Set up a poker table in the lobby of your theatre, complete with gambler, cards, chips, etc. As patrons enter the theatre, they will be asked if they would like to gamble for charity. It would work like this: the patron gambles—if he wins, he gets one guest ticket for the show—if he loses, he must buy a special ticket with the proceeds of his cash going to charity. The special ticket could go to a local orphanage or boy's club for a Saturday matinee of 5 CARD STUD.

SPECIAL CROSSPLUGS—Aside from being one of the most popular motion picture stars in the world, Dean Martin is also one of its top selling recording personalities. Due to this, you have a great outlet for cross-plugging 5 CARD STUD with the record retailers in your area. Contact these men and suggest they dedicate their showrooms to Dean Martin during the week which you open the film. Have them display color and black & white stills, one sheets, etc. on their counters and in their windows. You in turn can give a lobby display of Dean's best-selling albums, with full information as to where they can be obtained, etc.



BANNER DISPLAYS

Streamer: 15′ long, $21.50 each. Valance: $2.15 per running foot; minimum length 10 feet. 6′ x 3′ red, white and blue fan drapes with gold fringe: $5.75 apiece. Flag Wall Banner 9′ x 12′. Single Faced $80.00. Double Faced $145.00. Badge 50¢ each. Manufactured by National Flag and Display Co., 43 West 31st St., New York, N.Y. 10010.



Order from your local NATIONAL SCREEN SERVICE

FREE: DYNAMIC FULL POWER RADIO SPOTS

All the thrills and excitement of this fantastic hard hitting western in these FREE action packed radio spots. The ET contains one-60 sec., two-30 sec., and a 10 sec., spot. These spots provide a direct and explosive message that really spells boxoffice. Order FREE from your PARAMOUNT FIELD ADVERTISING AND PUBLICITY DEPARTMENT.

the deluxe Hi-Rise Standee

It's off the floor and attention-arresting. This eye-level standee is an effective advertising promotional piece. Budget-priced—only $9.95. Hi-rise re-usable extension pole—$1.50. (Order from your local branch of National Screen Service.)

SYNOPSIS

(Not For Publication)

A stranger (JERRY GATLIN) cheats in a late, late stud game in a Rincon, Colorado saloon in 1880. Van Morgan (DEAN MARTIN) is knocked out trying to save him; the other five players lynch the cheat. Next day Van knocks down Nick Evers (RODDY McDOWALL) for hitting him, kisses Nick's sister Nora (KATHERINE JUSTICE) goodbye, warning her to forget him or she'll wind up with hay on her dress but no ring on her finger, and drifts to Denver.

Then to Rincon, a gold rush. With it, a Bible in one hand, a gun in the other, self-ordained Rev. Rudd (ROBERT MITCHUM), preaching hell-fire, and Lily Langford (INGER STEVENS) with her stable of beautiful lady "barbers." The storekeeper (BOYD MORGAN) is found smothered in his flour barrel, a cowpoke (GEORGE ROBOTHAM), strangled on barbed wire, and Negro barkeep Little George (YAPHET KOTTO) goes to Denver to warn Van someone may be out to kill every man who sat in that stud game with the cheat.

The challenge brings Van back to Rincon. At a meeting of the survivors he and Nick are joined by Mace Jones (ROY JENSON) and Joe Hurley (BILL FLETCHER), and Nick, suggesting the killer is an outsider tipped off by an insider, reveals he found fresh flowers on the cheat's grave. At two a.m. Van calls on Lily, finds she knows his name, learns she inquired, and, asking for the reason why, gets it—he attracts her, and she says it's the first time in three years that any man has. He takes her into his arms. When he leaves, Rudd is passing. Ghostly bongs from the church steeple. They investigate. On the bell-rope, Mace Jones is hanging by the neck, dead.

At the graveside, Little George does not bow his head when Rudd asks prayers for the murderer's damnation, and explains he doesn't believe in prayer. Nick knocks him down, and that gets Nick into a bloody fight with Van. Then Van finds Hurley strangled in his burning livery stable, and pursues the almost-trapped killer in a running gunfight, but loses him.

Nora tells Van she's scared. She is also hurt, knowing about his affair with Lily. But when the two women meet in the store, Nora likes Lily. And outside, the whole town is scared, every man armed. A quarrel sets off civil war. Town Marshal Dana (JOHN ANDERSON), wounded, is being dragged by his horse. Van dashes to his aid, and Rudd, with blazing gun, restores peace. Three men lie dead. A fresh bouquet is placed on the cheat's grave by the killer of the stud players. Standing there also is the person who has been giving the killer, one by one, the names of the men to be killed. Now the fifth name. Next morning No. 5 is found shot to death. And killer meets tipster in the cemetery to learn who's next.

The tipster mentions the name, but pulls a gun on the killer and says it will be a pleasure to kill No. 6 personally. Fearing to be No. 7, the tipster is taking no chances. But the killer whips out a concealed derringer and drops the tipster dead. And now the killer has the name he came for. But No. 5 died leaving a riddle for the finders of his body. Now that riddle has been guessed. Two of the principals confront each other, and with a showdown gunfight the case of the five card stud game murders is closed.

CAST

VAN MORGAN	DEAN MARTIN
REV. RUDD	ROBERT MITCHUM
LILY LANGFORD	INGER STEVENS
NICK EVERS	RODDY McDOWALL
NORA EVERS	KATHERINE JUSTICE
MARSHAL DANA	JOHN ANDERSON
MAMA MALONE	RUTH SPRINGFORD
LITTLE GEORGE	YAPHET KOTTO
SIG EVERS	DENVER PYLE
JOE HURLEY	BILL FLETCHER
DR. COOPER	WHIT BISSELL
ELDON BATES	TED de CORSIA
ROWAN	DON COLLIER
MACE JONES	ROY JENSON

CREDITS

Produced by Hal B. Wallis; Directed by Henry Hathaway; Screenplay by Marguerite Roberts; From a Novel by Ray Gaulden; Music Composed and Conducted by Maurice Jarre; Associate Producer, Paul Nathan; Director of Photography, Daniel L. Fapp, A.S.C.; Editorial Supervision, Warren Low, A.C.E.; Sound Recording, Harold Lewis; Production Design by Walter Tyler; Set Decoration, Ray Moyer; Production Manager, William Gray; Unit Production Manager, Frank Beetson; Assistant Director, Fred Gammon; Costumes, Leah Rhodes; Makeup Artist, Adelbert Acevedo; Hair Stylist, Carol Meikle; Hymn: "Mercy's Call" by W. H. Doane and F. C. Van Alstyne; Title song sung by Dean Martin; Lyric by Ned Washington; Music by Maurice Jarre; Color by Technicolor.

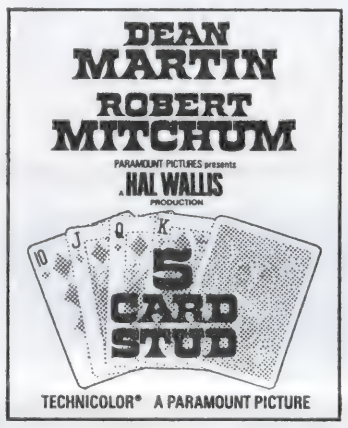
ADVERTISING BILLING

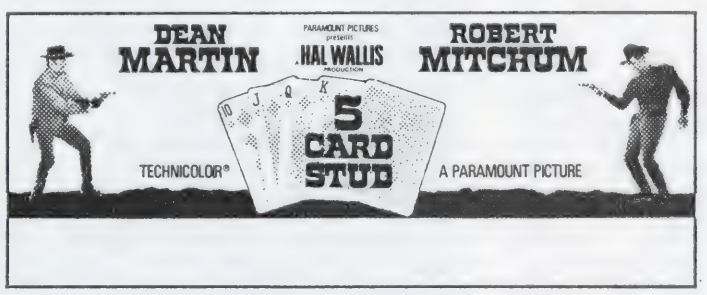
PARAMOUNT PICTURES PRESENTS	25%
DEAN MARTIN and ROBERT MITCHUM as Van Morgan as Rev. Rudd	100%
in	
5 CARD STUD	100%
A HAL WALLIS PRODUCTION	75%
Co-starring	
INGER STEVENS	65%
RODDY McDOWELL	65%
KATHERINE JUSTICE	40%
Directed by HENRY HATHAWAY	40%
Screenplay by MARGUERITE ROBERTS	40%
From a novel by RAY GAULDEN	10%
Music Scored by MAURICE JARRE	15%
TECHNICOLOR (R)	25%
A PARAMOUNT PICTURE	25%

Running Time 103 Minutes

COMPLETE CAMPAIGN MAT . . . ORDER SPECIAL MAT NO. 1

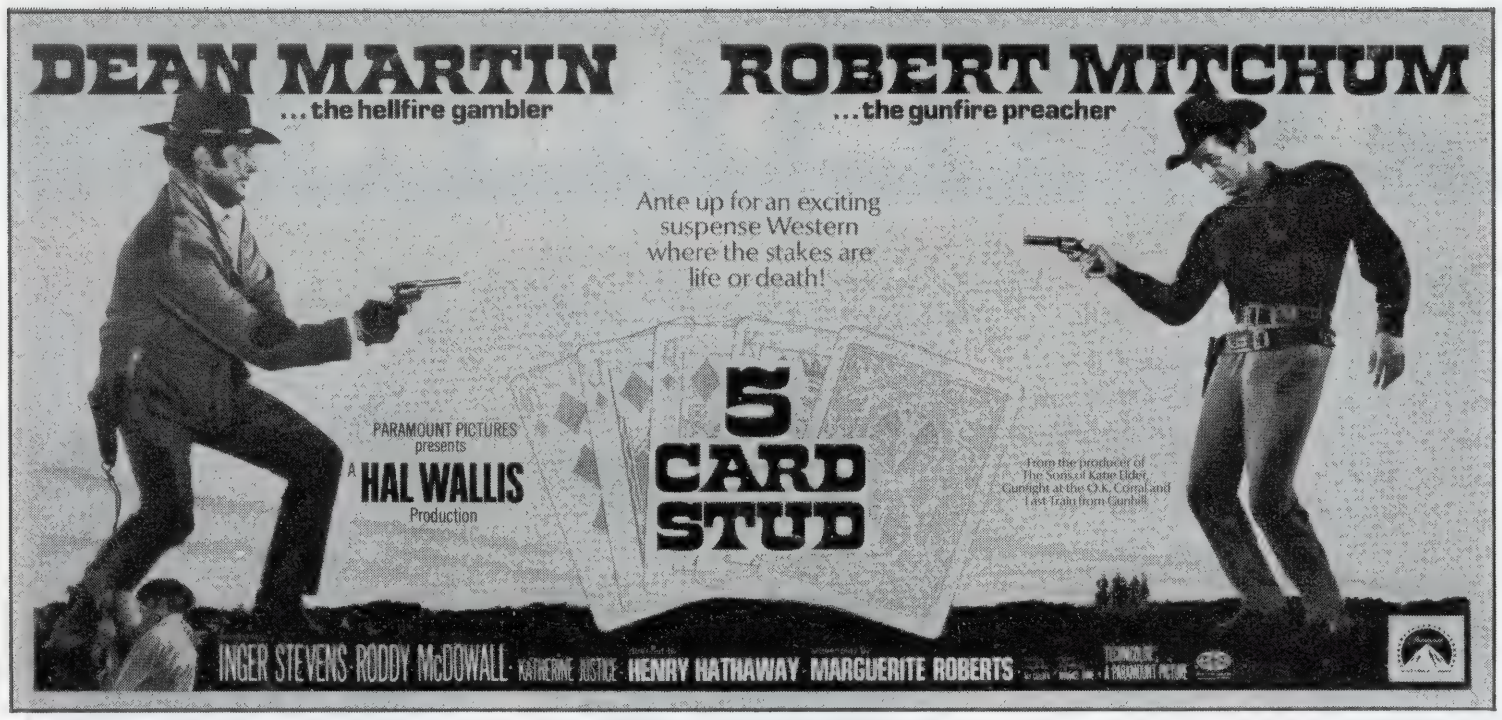
All these ads and scenes on one mat



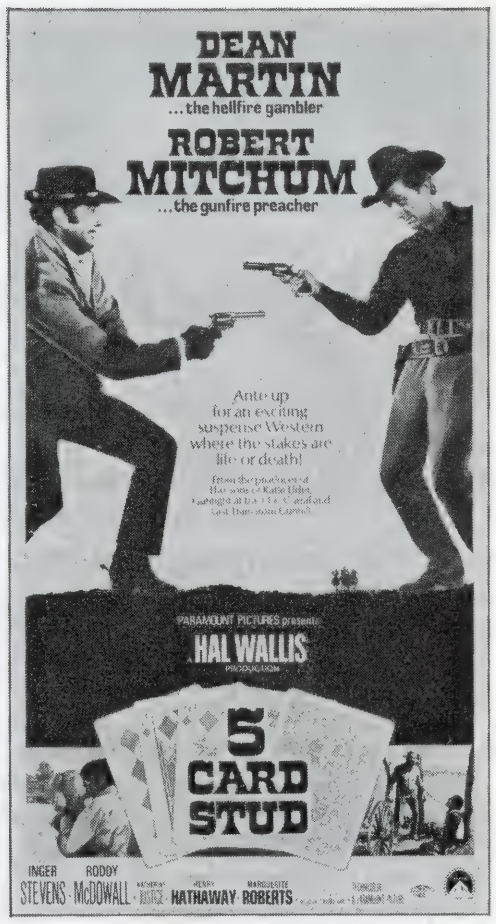


These mats may be ordered singly by number at the regular price. Individual mats are shown on the advertising and publicity pages.

PULL OUT



TWENTY-FOUR SHEET



THREE SHEET

POSTERS AND LOBBIES

Also Available:

SET OF EIGHT 11 x 14's • WINDOW CARD
14 x 36 INSERT CARD • 40 x 60 POSTER
30 x 40 POSTER
SET OF 12 COLOR STILLS

Order from National Screen Service (See Coupon)

SIX SHEET

22 X 28 LOBBY PHOTO

ONE SHEET

FOR EASE IN ORDERING CLIP ORDER BLANK AND PASTE ON POST CARD

"5 CARD STUD" Order Blank

To: PARAMOUNT PICTURES FIELD ADVERTISING AND PUBLICITY DEPT.
1501 Broadway, New York, N. Y. 10036

Note: In Canada order from your local Paramount Branch

Date_____

Please send me the following material on "5 CARD STUD"

_____sets of FREE TV Trailers (to be used on station_____)

_____sets of FREE Radio Spots (to be used on station_____)

_____FREE TELEVISION SLIDE

Theatre _____ Playdate _____

City _____ State _____ Zip Code _____

"5 CARD STUD" Order Blank

To: NATIONAL SCREEN SERVICE CORPORATION

_____ IMPORTANT: Fill in your local NSS branch address

Please send me the following advertising accessories for "5 CARD STUD" in addition to my normal standing order.

- **FOR MY BILLBOARD POSTING CAMPAIGN AND MOUNTED CUT-OUT PURPOSES**
  - _____One Sheets
  - _____Three Sheets
  - _____Six Sheets
  - _____24 Sheets
  - _____30 x 40 Poster
  - _____40 x 60 Poster
- **FOR AWAY-FROM-THEATRE ADVERTISING**
  - _____14 x 22 Window Cards
  - _____Sets of 11 x 14 Photos
  - _____22 x 28 Photos
  - _____14 x 36 Insert Cards
  - _____B & W Stills (B set)
  - _____Set of 12 Color Stills
- **TRAILERS**
  - _____Regular Trailer
- **FOR MY NEWSPAPER ADVERTISING CAMPAIGN**
  - Scene Mats, Nos._____
  - 1 Col. Mats, Nos._____
  - 2 Col. Mats, Nos._____
  - 3 Col. Mats, Nos._____
  - 4 Col. Mats, Nos._____
  - 5 Col. Mats, Nos._____
  - Special #1_____

Theatre _____ Playdate _____

City _____ State _____ Zip Code _____

Dealing
you a hand in the
most exciting
suspense Western
ever played!

DEAN MARTIN
...the hellfire gambler

ROBERT MITCHUM
...the gunfire preacher

5 CARD STUD

PARAMOUNT PICTURES
presents
A HAL WALLIS
production

Paramount
A Gulf + Western Company

10

J

A
A

J

Q

K

DEAN MARTIN and ROBERT MITCHUM

dealing you a hand in the most exciting suspense Western ever played!

PARAMOUNT PICTURES presents A HAL WALLIS PRODUCTION

From the producer of The Sons of Katie Elder, Gunfight at the O.K. Corral and Last Train from Gunhill.

co-starring INGER STEVENS · RODDY McDOWALL · KATHERINE JUSTICE · directed by HENRY HATHAWAY

screenplay by MARGUERITE ROBERTS · from a novel by · music scored by MAURICE JARRE · TECHNICOLOR® · A PARAMOUNT PICTURE

YOUR IMPRINT SPACE

From Here Down to One-Half Inch from Bottom of Page.

BUILD YOUR BOXOFFICE WITH

THIS TABLOID HERALD!

$8.85

PER 1000 F.O.B. PLANT

Imprinted at following prices

First 1,000 ..... $5.00
Added thousands, $3.50 Per thousand
Over 4,000 $3.00 Per thousand
Folding— $3.50 Per thousand

Rush Your Order Direct to

HARRY K. McWILLIAMS ASSOCIATES, INC.
advertising

151 LAFAYETTE ST., N. Y., N. Y. 10013

212-925-5013 for Rush Orders

Shipping—by Parcel Post Special. We will bill you for postage charges. Large shipments by truck. Shipping charges collect.

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Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org